



TRADE SHOW OPPORTUNITY

HOSTEX 2005

JOHANNESBURG, SOUTH AFRICA

American Café:

The American Café at HostEx 2005 offers an excellent opportunity and cost-effective means for producers and suppliers of U.S. food products to display their wares and gain maximum exposure at an international trade show.

The Venue:

Sandston Convention Center
Johannesburg, South Africa

Dates:

March 13-16, 2005

Deadline:

Jan. 15, 2005

The Show:

HostEx is the leading food and catering hospitality showcase in the region. In 2003, this show had 367 exhibitors and 10,000 trade visitors. HostEx is the ultimate magnet for the buying power behind the region's leading hotels, restaurants, pubs, clubs and guesthouses, caterers, fast-food establishments and a host of other prominent purveyors. HostEx demonstrates the opportunities for increased U.S. exports to certain niche markets. For a minimal fee of \$400, a company can have its product displayed and sampled without the full expense of having its own booth.



The Market:

Tourism, with an estimated average annual growth rate of 12 percent, is South Africa's fourth largest industry, supporting more than 700 hotels, 2,800 guesthouses and 10,000 restaurants. Tourism's total contribution to the national economy is estimated at more than \$10 billion annually.

Best Products:

Pasta, chocolate candies, convenience foods, tree nuts, peanuts, frozen prepared foods for the food service sector, poultry, pet foods, Tex-Mex foods, consumer-ready rice, Greek foods, dairy products, popcorn, fresh fruits, sauces, fish and seafood, private-label products, cereals and whiskey

Contact:

Tobitha Jones
FAS Trade Show Office
Washington, DC
Tel.: (202) 690-1182
Fax: (202) 690-4374
E-mail: Tobitha.Jones@usda.gov

